

# **Scope of Work**

## **Website Content Design and Development Services for IBA, Karachi, Centre for Entrepreneurial Development (CED)**

### **PROJECT OVERVIEW**

Our goal is to create a modern, visually appealing website that effectively showcases Centre for Entrepreneurial Development (CED) brand and communicates its message to its target audience.

The new website will not only improve the user experience for visitors, but it will also serve as an effective tool for promoting CED's programs, services, and values.

### **TECHNICAL REQUIREMENTS**

The new website will be built using the word press. We will use a robust content management system (CMS) to ensure that CED can easily update and manage its content.

The website will also be optimized for search engines (SEO) and will be designed to be responsive, meaning it will look great on all devices, including desktops, laptops, tablets, and smartphones.

### **PROJECT TIMELINE**

The project timeline for the website design and development is as follows:

- Maximum timeline: 15 days
- Content and website Planning (4 days)
- Content and website Design and Prototyping (4 days)
- Website Development (4 days)
- Testing and Launch (3 weeks)